Mayors Strategic Opportunities Advisory Team 2018
21st Century Technology & Communications Workgroup

Meeting Minutes
3:00 PM EST | March 5, 2018

Members	Status
Elizabeth Cromwell - Frederick Chamber of Commerce	Present
Natalie Cioffi – Spanish Speaking Community of MD	Present
Cathy Anderson -	Present
Jon-Mikel Bailey – Wood Street	Present
Adam Frank- FCPS	Present
Carole Heine – Potluck Chat	Present
David Kaye - Tyler-Donegan-Duncan Real Estate	Present
Jeff Keilholtz – Kerry International	Absent
Melissa Muntz - Tourism Council of Frederick County	Present
Mike Pritchard - FCC	Absent
Patrick Pierson - ION	Guest
Daniel Roberts	Guest
Glen Ferguson – CoWork Frederick	Guest
Kelly Russell – Alderwoman, City of Frederick	Guest

Proceedings:

- Meeting called to order at 3:01 p.m. by E. Cromwell

Introduction:

- After introductions, E. Cromwell recapped the the *purpose of the Advisory team and how this workgroup is one of four.*
- January 29, 2018 meeting minutes were unanimously approved
- Guest Patrick Pierson shared information about local Meetup groups, all of which could become a beneficial connector between the City of Frederick and the tech community. Patrick indicated an interest in continuing to attend workgroup to add value.

    - 7-8 different groups meet monthly
    - Majority are Frederick residents
    - AWS, Python/ Experts in all fields in Frederick
    - 1,000-2,000 individual members combined in all groups
    - Groups as large as 50 people show up
    - Have invited major names in the field to attend specific meetings
    - Goal of groups is networking, learning, discussion, problem solving
    - MeetUp Frederick is working on getting its own message out better
    - Anyone with interest can attend
    - Tech Frederick getting involved in promotions

- Workgroup team member updates

  - David Kay shared personal experience with Neighborhood Advisory Councils (NAC) and will be interviewing Michelle Bowman shortly
  - Carole Heine interviewed John Healey about the Weinberg Center
  - Kathy Anderson interviewed Matt Bowman about the City's website
  - Adam Frank interviewed Lance Duvall about A/V
  - Elizabeth Cromwell interviewed airport staff and Signature Flight Services
  - Mike Pritchard interviewed Patty Mullins

- Recurring themes emerging:

  - Website: Should there be a comprehensive plan for websites that operate outside the city's website (existing Weinberg Center, or possible future airport website, for example)?
  - Can mobile interface be improved?
  - Tech within city staff is not always implemented or supported because of lack of vision and training
  - Is a responsive website better than creating an app?
  - Should languages besides English be considered?

All agreed this work group's recommendations need to be concrete and feasible.

All agreed that we need to have a comprehensive communication plan about how we present our findings.

Action Item: start developing the workgroups set of recommendations to be put forth to the public; start creating a framework for a communication plan to present the findings.

Kathy Anderson indicated her desire to create consistency in the delivery of the workgroup's materials and offered to help create an online repository for working documents. She also identified several remaining departments to interview to complete the communications audit.

Closing:

- Meeting adjourned at 4:30
- Minutes submitted by Jon-Mikel Bailey